

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-152. (canceled)

153. (new) A method for enhancing game play on a gaming machine, the method comprising:  
providing at least one game on a gaming machine that is capable of receiving a new promotional award, wherein the new promotional award is configured to alter game play of at least one game, enhance winning outcomes of at least one game, trigger a bonus game, or any combination thereof, and wherein the new promotional award is given to a player to encourage game play on the gaming machine;

receiving the new promotional award from the player;

determining whether the new promotional award is applicable to at least one game on the gaming machine; and

reconfiguring, if applicable, the at least one game in response to the new promotional award.

154. (new) The method of claim 153, wherein the new promotional award includes time restriction data having a predetermined, fixed expiration date for the new promotional award.

155. (new) The method of claim 153, wherein the new promotional award includes location restriction data that restricts use of the new promotional award to a predetermined location or a predetermined set of locations.

156. (new) The method of claim 153, wherein the new promotional award includes gaming device restriction data that restricts use of the new promotional award to a particular game, a set of related games, a family of games, or a predetermined subset of games.

157. (new) The method of claim 153, wherein reconfiguring the at least one game further comprises providing additional pay lines to the game, adding additional winning indicia to the game, triggering a secondary game, or any combination thereof.

158. (new) The method of claim 153, wherein reconfiguring the at least one game further comprises providing a new pay table for the game in response to the new promotional award.

159. (new) The method of claim 153, wherein reconfiguring the at least one game further comprises applying a multiplier to any winning outcomes of the game.

160. (new) The method of claim 153, further comprising issuing a new promotional award to the player during a gaming session.

161. (new) The method of claim 153, further comprising issuing a new promotional award to the player at the conclusion of a gaming session.

162. (new) A method for enhancing game play on a gaming machine, the method comprising:  
providing at least one game on a gaming machine that is capable of receiving new promotional data, wherein the new promotional data is configured to alter game play of at least one game, enhance winning outcomes of at least one game, trigger a bonus game, or any combination thereof, and wherein the new promotional data is given to a player to encourage game play on the gaming machine;

receiving player input that includes new promotional data;

determining whether the new promotional data is applicable to at least one game on the gaming machine; and

reconfiguring, if applicable, the at least one game in response to the new promotional data.

163. (new) The method of claim 162, wherein receiving player input further comprises:  
accepting player identification; and  
retrieving new promotional data that is associated with the player identification.

164. (new) The method of claim 162, wherein the new promotional award includes time restriction data having a predetermined, fixed expiration date for the new promotional award.

165. (new) The method of claim 162, wherein the new promotional award includes location restriction data that restricts use of the new promotional award to a predetermined location or a predetermined set of locations.

166. (new) The method of claim 162, wherein the new promotional award includes gaming device restriction data that restricts use of the new promotional award to a particular game, a set of related games, a family of games, or a predetermined subset of games.

167. (new) The method of claim 162, wherein reconfiguring the at least one game further comprises providing additional pay lines to the game, adding additional winning indicia to the game, triggering a secondary game, or any combination thereof.

168. (new) The method of claim 162, wherein reconfiguring the at least one game further comprises providing a new pay table for the game in response to the new promotional award.

169. (new) The method of claim 162, wherein reconfiguring the at least one game further comprises applying a multiplier to any winning outcomes of the game.

170. (new) The method of claim 162, further comprising issuing a new promotional award to the player during a gaming session.

171. (new) The method of claim 162, further comprising issuing a new promotional award to the player at the conclusion of a gaming session.